



# CARGO EXPRESS

MISSOURI'S QUARTERLY EXPORT NEWSLETTER



## Governor Jay Nixon kicks off the state's newest export initiative.

*Export Missouri* enhances the state's export resources to get more Missouri products on the map — the world map. With the state's exports doubling in the past decade, *Export Missouri* will help manufacturers keep up with the demand and encourage others to engage in the global market. The Governor included \$2.3 million in his FY14 budget for the Initiative to expand the International Trade and Investment Office of the Missouri Department of Economic Development and build on services provided through Missouri's current export program, MO=STEP UP.

With this additional funding, Missouri manufacturers

will be exposed to global clients by participating in trade missions and having a portion of the cost offset, utilizing the state's customized concierge services, and placing products on the state's electronic export directory for the world to see.

“For every \$1 billion in U.S. exports, 6,250 manufacturing jobs in the Show-Me State are either created or supported,” say Gov. Nixon. “Export Missouri will allow the state to become more competitive in the global economy, create more jobs and spur economic growth.”

# Export Missouri



## We've Got Goods

Both 2011 and 2012 were record export years, shipping \$28 billion worth of Missouri made goods and products around the world. These products are locally produced and globally desired and *Export Missouri* will help get them out of the warehouse and onto shelves around the world.

### Program Details:

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**New foreign offices are being opened in Toronto, Hong Kong, and Singapore, allowing Missouri to have an international presence in 11 cities around the world.**
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**Additional trade specialists will be working stateside to increase the level of personalized services available to businesses.**
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**The *Export Concierge Service* will be created, offering consultation, training, marketing activities, and identification of target markets and buyers for their goods.**
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**The International Trade and Investment Office will launch Missouri's *Global Market Access Program* (GMAP) to offset costs of Missouri companies participating in international trade shows, state sponsored trade missions, and foreign market sales trips.**

## COMING SOON

Three new web-based portals will be launched early next year and represent a big part of *Export Missouri*.

- **Online Trade Counselor**
- **Business Directory**  
Think-- Amazon for Missouri products!
- **Qualified Trade Lead Program**

## Real Results from Trade Missions: Brazil

Brazil has been a growing fan of Missouri products. In fact, in 2011, Brazil was Missouri's 10th largest export market with state businesses selling more than \$320 million in Missouri-made goods and products to Brazilian customers.

In April of 2012, Gov. Nixon led Missouri businesses on a trade mission to Brazil, which resulted in the signing of the first-ever trade mission agreement between Missouri and the state of Sao Paulo. Since then, businesses that participated in the mission have reported increased sales to Brazil.

During the trip the Governor also met with the world's largest steel manufacturer to discuss opportunities for expansion in the state in light of a rebound in the automobile manufacturing industry. Iochpe-Maxion, headquartered in Sao Paulo, has 24 locations in 15 countries. This summer, the Governor met with Maxion's Brazilian leaders again, but this time to welcome them to their new facility in Sedalia, Mo, where over 300 people in the area are employed.



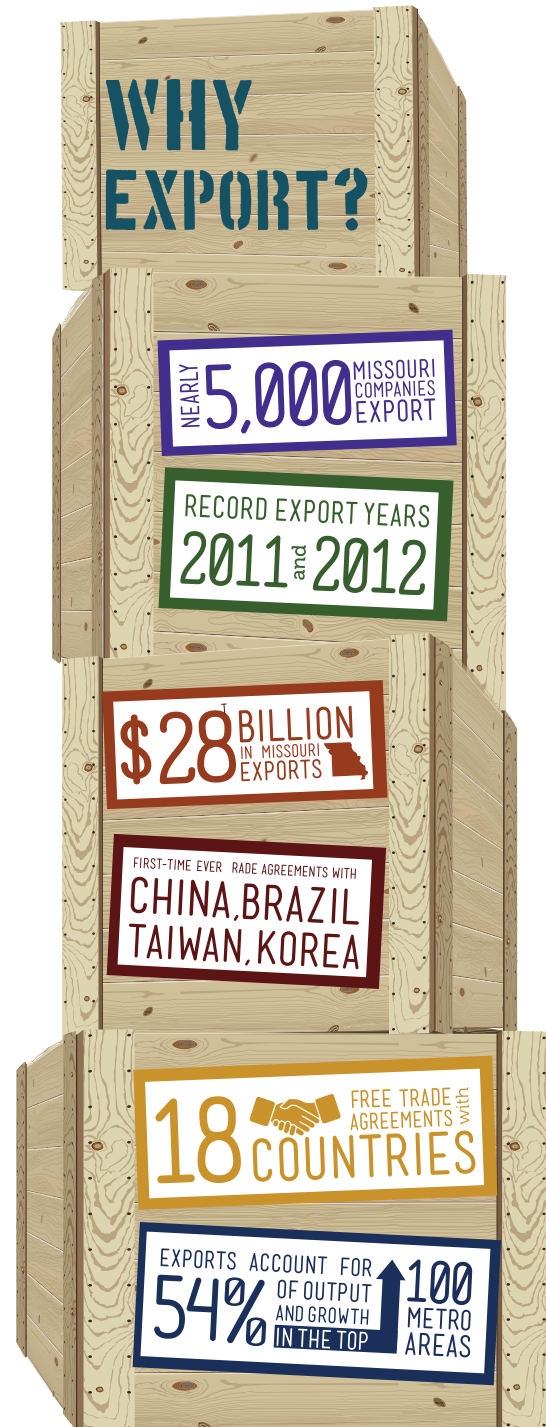
## From Trade Mission Member to Exporter of the Year



One of the companies that participated in the Brazil trade Mission was SCD Probiotics of Kansas City. SCD Probiotics, a life science company engaged in the research, development, and manufacturing of natural probiotic products, experienced a steady increase in export sales with exports consistently

accounting for more than 70 percent of the company's sales. Just recently, the company was recognized with the Governor's Exporter of the Year Award at the 2013 Governor's Conference.

"As a result of the Governor's trade mission to Brazil last year our export sales have increased significantly and we are poised for continued growth," said Matt Wood, CEO of the company.



## Get Connected

Sign up to receive information on upcoming trade missions and shows as well as to get the quarterly export newsletter, Cargo Express at:

[ExportMissouri.mo.gov](http://ExportMissouri.mo.gov)